

HARWOOD

THE ESTATE AGENT

Privacy Notice

Harwood EA Ltd includes the Harwood Estate Agents in Broseley & Wellington. This privacy policy explains how we use any personal information we collect about you.

What information do we collect about you?

We collect information about you when you register with Harwood or enquire about a property we are marketing. We will ask for your name, address, telephone numbers, email addresses and any relevant property requirements you may have. If you instruct our services to sell or let your property or engage in the other services we offer we will ask for personal identification, financial information and employment details.

How will the information collected about you be used?

We collect information about you in order to provide you with our property services as instructed by you the consumer.

These services include but are not limited to; valuing a property for sale or let, marketing a property for sale or let, replying to enquires about properties we have for sale or let including booking viewings and obtaining feedback for the landlord/vendor, negotiating, agreeing and progressing offers on properties for sale or rent, including checking purchasers and tenants credentials, guarantee a tenancy, arranging for tradespeople to contact tenants for legislative requirements and or repairs.

We may contact you in the future to offer our services if we have a legitimate reason to do so, for example; if we have valued your property previously and recently sold property in your locality we may contact you to see if you were interested in instructing our services formally given the activity in your area. Likewise if you have enquired about a specific property and another of the same type comes onto the market we may contact you to ascertain if you would be interested.

If you agree, we will add you to our property applicant mailing list and email or telephone you about properties that maybe of interest to you via our weekly email and property matches. These email correspondences may also provide brief updates about market conditions, new legislation updates, useful information when buying/selling or renting a property.

All information processed by Harwood EA is fully accessed and utilised by both offices in Wellington & Broseley.

Under the UK GDPR, the lawful bases we refer to for processing your information is:

- a) Consent – For general engagement which you have agreed to opt-in to.
- b) Contractual obligation – Where contracts are entered in to with vendors, landlords and tenants
- c) Legal obligation – For processing Anti money laundering checks and right to rent checks.
- d) Legitimate interests – For marketing relevant information to our clients.

Third parties who process data for Harwood in order to provide our service to you include:

- 55 houses to provide Photography & Floor plans

- Tim Gough to provide Photography, Floor plans & EPC's
- Homelet and Rightmove our chosen tenant referencing agencies
- Utilitel and I am moving to co-ordinate the updating of utilities for rented properties
- Smart Search and Veriphy for AML checks (as required legally to comply with Money Laundering regulations)
- Solicitors, Estate Agents, Financial Advisors & Surveyors instructed in relation to a chain of an agreed sale.
- Integris our Inspection & Inventory provider for rented properties
- Maintenance trades people for rented properties.
- Debt collection company Sinclair Goldberg & Price where accounts/rents remain outstanding and are chased independently of Harwood EA as advised in contracts.

We will not disclose any information to any company outside of those listed except to help to prevent fraud, or if required to do so by law.

Tenant information will be disclosed if requested to the Council for Tax/Benefit information and Utility companies when chasing debt/liability. If you are claiming housing benefit that gets paid directly to your landlord then we will also need to discuss payment details (eg awards and amounts) as we have to give your landlord this information. Information relating to passing or failing a credit check is disclosed to a landlord to enable them to make a decision on whether or not to accept the tenant into their property.

Harwood EA will not share your information for marketing purposes outside of our organisation without separate, clear and explicit consent.

The companies Harwood EA may refer you to with additional consent are:

- Carl Summers Financial Services
- Wrekin Removals
- Terry Jones Solicitors
- Elliot Bridgeman Solicitors
- Clarkes Solicitors
- Parry Carver Solicitors
- Wilton & Co Financial Services
- Q Financial Services

Marketing

As an applicant looking for a property to let or buy we would like to send you information about properties and services of our company that maybe of interest to you. If you have consented to receive marketing, you may opt out at a later date using the 'unsubscribe link' in all marketing emails.

We will only refer you to third party companies for services we do not provide directly once separate and clear consent has been given to that of our own company marketing.

You have a right at any time to stop Harwood from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes please contact Harwood using the details below to enable your 'right to be forgotten'.

Access to your information, correction, holding your data.

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to Harwood at the contact information below. We may make a small charge for this service.

We want to make sure that all your personal information is accurate and up to date. You may ask Harwood to correct or remove information you think is inaccurate.

We will keep your data on file for up to 2 years after the last point of interaction for marketing purposes but will keep data where it is legally required for the given period.

Data security

Appropriate privacy controls and measures are built into our systems that process personal data. All our processes and procedures include and reflect current requirements of the GDPR and our staff are given full and frequent training.

Data Breaches

If a data breach were to occur it is reported to the Data Office immediately who will in turn report it to the ICO within 72 Hours. Following the investigation by the ICO you may or may not be notified of any breach depending on its severity and the instructions of the ICO.

Changes to our privacy policy

We keep our privacy policy under regular review and we place updates on our website. This privacy policy was last updated February 2023.

How to contact Harwood

Please contact **Harwood** if you have any questions about our privacy policy or information we hold about you:

- By email annie@harwoodbroseley.co.uk nicky.millington@harwoodestates.com
- Or write to **Harwood** at: 44 - 46 Market Street, Wellington, Telford Shropshire TF1 1DT
- Our Data Protection Officers are Annie Smitheman & Nicky Millington
- In their absence Data Protection ambassadors are Ali Welson and James Mann